

ORGANIZATION NAME : CDK Global

PROBLEM STATEMENT : Portal for Farmers to sell their produce at a **better rate**.

- ☐ System that provides farmers an interface to **sell** their product, and **connect** with the **buyers** all over India.
- ☐ **Simple interface** that works on smart devices, **SMS** to upload product details and respond via phone and SMS.
- ☐ **Interface for anyone to buy the produce/vegetable** – initially visit the place and buy or have **courier service integrated** to deliver the vegetables so Farmers can get a better price for their produce, no additional cost is spent in marketing and delivery of goods, however they can choose to charge more by **delivering the items themselves**.

PROBLEM CODE : RA27

TEAM LEADER NAME : Abhishek Gupta

COLLEGE CODE : #2274

TEAM NAME : AgroCraft.

Agrocrafft, is an online portal with a pure vision to consolidate farmers and buyers who can both be consumers or restaurant owners, and abolish the system of middlemen.

The farmer registers on the Multilingual portal.

Verification of legal documents (proof he's a farmer) and quality of product on site.

The farmer can now upload his product via SMS, Website, Call.

The farmer will be shown Minimum Selling Price, to give him estimate value.

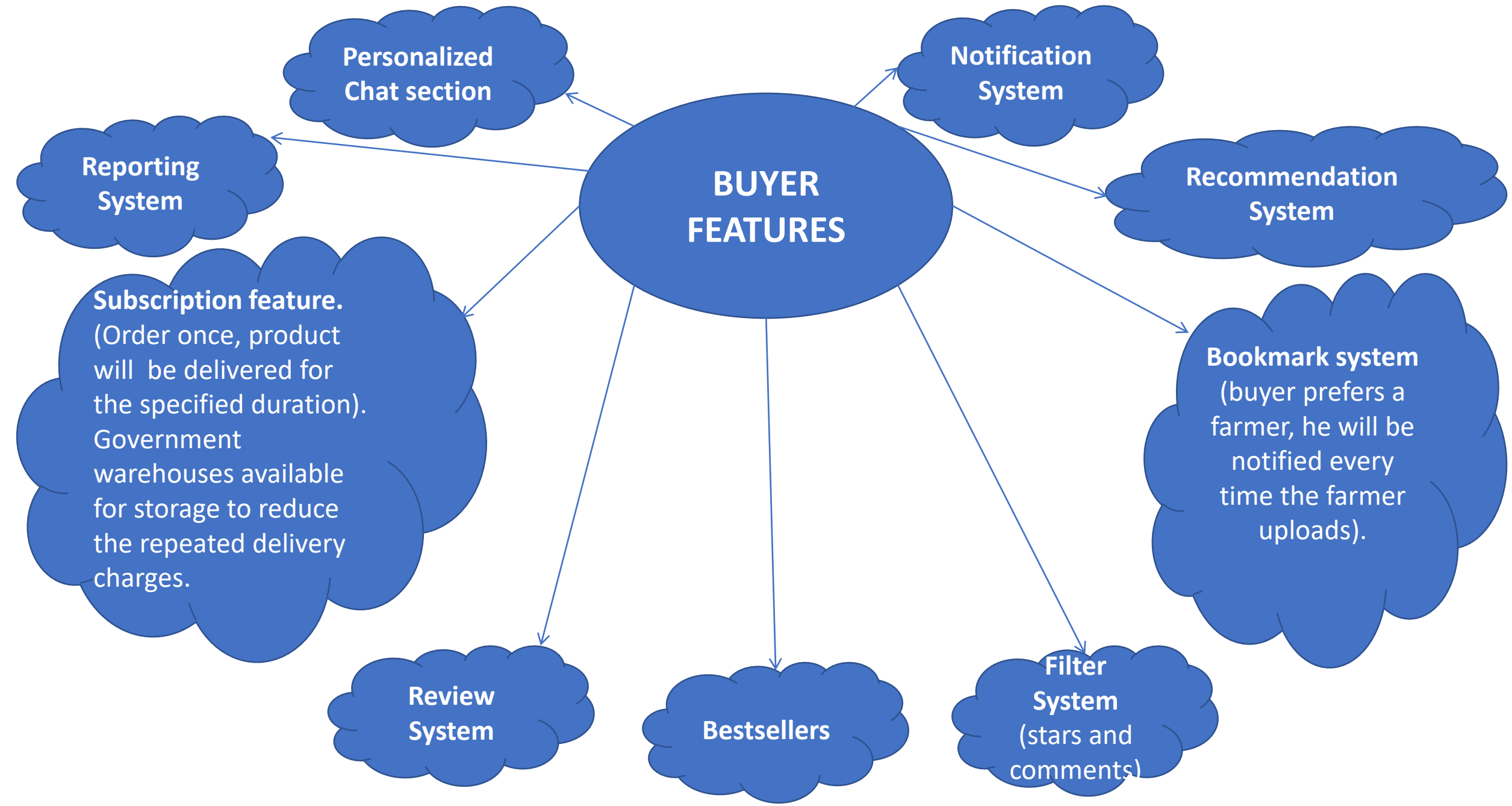
As the date of expiry arrives, the price decreases by a certain percentage. On the expiry date, the product will be taken down.

Small scale farmers can form groups to cater to large orders.

**FARMER
SOLUTION**

The farmer has to deposit his produce at the nearby government warehouse for packaging and labeling, and then it will set out for delivery.

THE BUYER CAN PURCHASE PRODUCTS ONLINE FROM THE PORTAL.



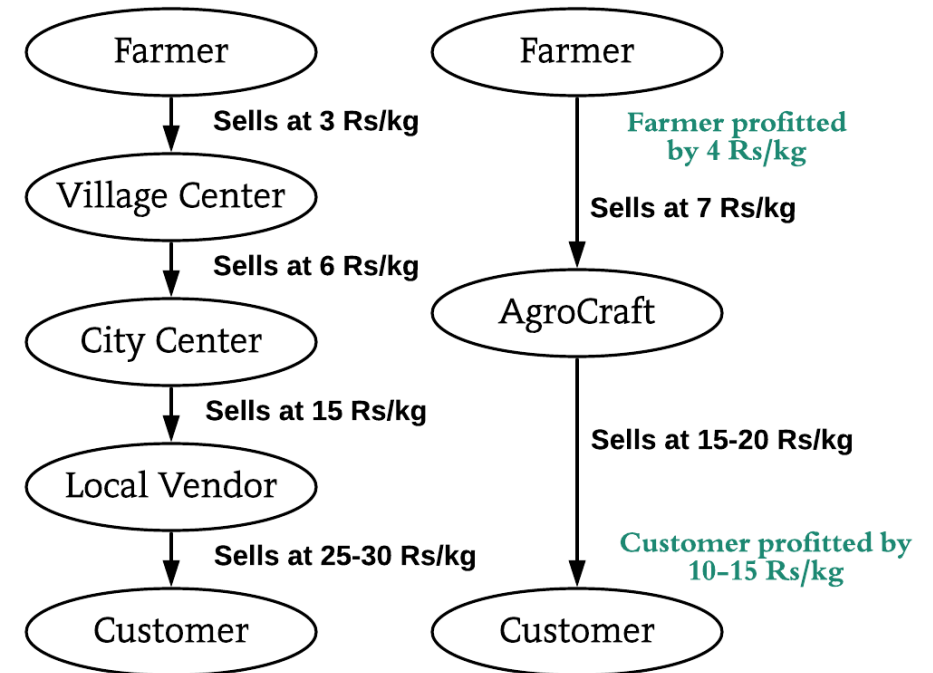
DELIVERY AND QUALITY VERIFICATION

- ❑ The **farmer is given the opportunity to deliver**, if he chooses not to, **delivery system are integrated** for the delivery service. **Buyer** also has the option to **pickup** his order.
- ❑ The farmer has to **take his products to the ware house nearest to his vicinity** (rented by government at 7 Rs/ quintal) for packaging and labelling.
- ❑ Agrocrafft will **verify the products at the warehouse**, package it and then label it.
- ❑ The **delivery agent/buyer will pick it up** from here or the farmer can now deliver his product and the buyer can track his delivery.
- ❑ **Top Courier services and Indian post** (covers all regions in India) are available for delivery in the portal.

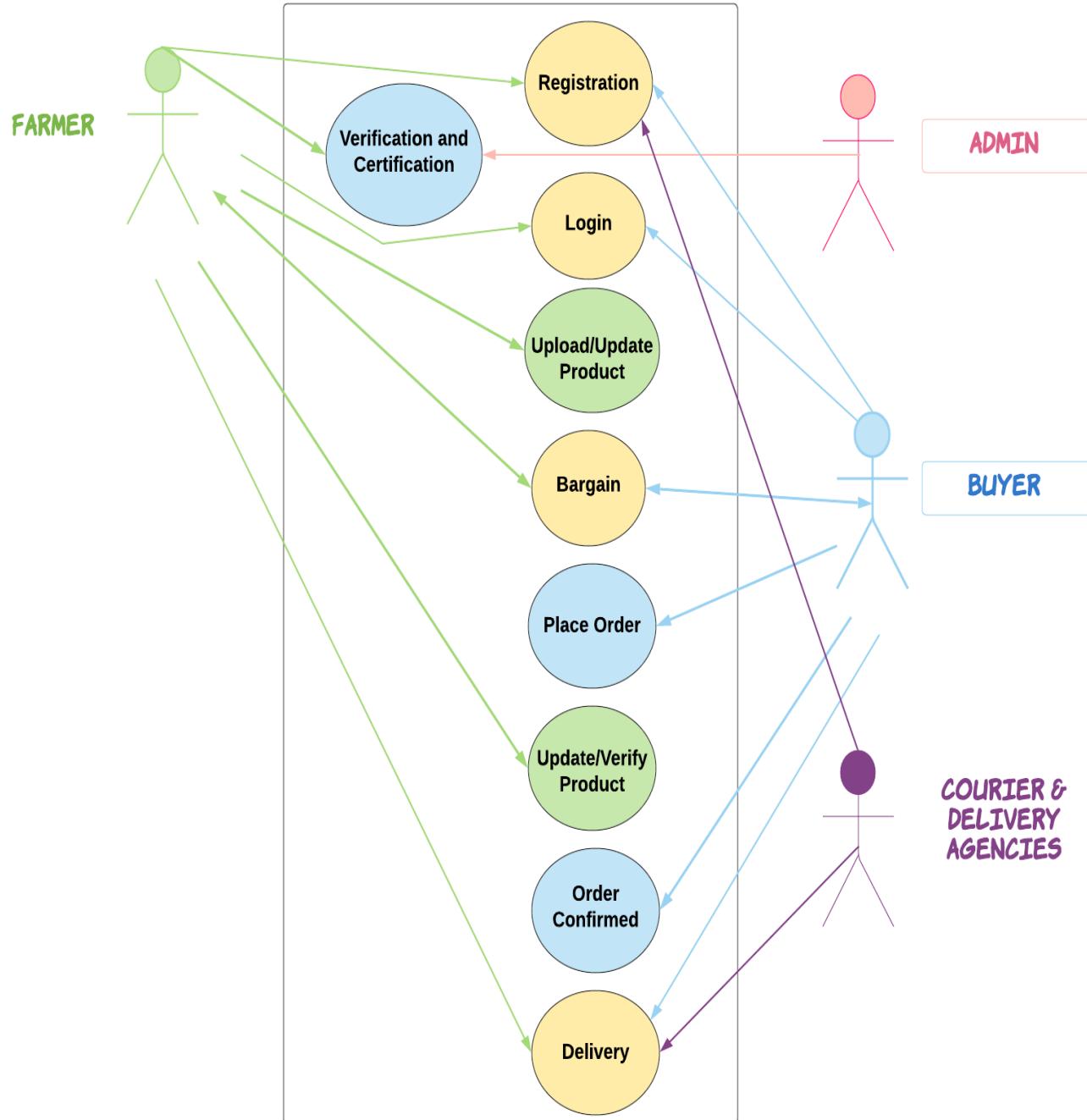
TECHNOLOGY STACK

- ❑ **Modern Technology** :- Big Data , Data Analytics , Visualization, Machine learning .
- ❑ **Mobile Development** :-Android Studio, Android SDK and Jellybean version and above.
- ❑ **Backend Development** : -MySQL Database and Firebase.
- ❑ **Web Technology** : - HTML, CSS, JavaScript, AJAX, Bootstrap , Django and nodeJS .
- ❑ **Programming languages** : - Python.

CONVENTIONAL V/S AGROCRAFT



USE CASE



DEPENDENCIES

- ❑ Farmer- basic phone and legal documents
- ❑ This application can be installed in all devices having **Android version Jellybean and higher.**
- ❑ An **online portal** generated shall require IE v9 or higher, Google Chrome, Mozilla Firefox, or any other **web browser.**

SHOWSTOPPERS

- ❑ For the 47% of illiterate farmers, **Multilingual SMS and Multilingual Call System** has been designed.
- ❑ **Farmer profits** - sells at better rates.
- ❑ **Buyer profits** - buy at cheaper rates
- ❑ **Transport systems profit** - increase of clients at their end.
- ❑ Buyers are **not restricted** to buy products from their **own city** anymore.
- ❑ **Remote farmers come in contact with city buyers** and they can negotiate using the chat system/call.